

KYMENLAAKSON AMMATTIKORKEAKOULU

University of Applied Sciences

Degree Programme in International Business / International Marketing

Noora Eveliina Launiemi

CUSTOMER ENGAGEMENT IN THE MARKET INTRODUCTION PLAN OF  
TERVEYSRUORI

Bachelor's Thesis 2014

## ABSTRACT

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LAUNIEMI, NOORA

Customer Engagement in the Market Introduction Plan of  
TerveysRuori

Bachelor's Thesis

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Supervisor

Ulla Puustelli, senior lecturer

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In just a few years mobile applications have made their way into personal mobile phones and the number of applications available has rocketed. This creates challenges for new mobile applications entering the market to make a lasting impact on consumers' lives, as the world is saturated with advertisements for products and services that have to fight for attention.

This thesis seeks to explain ways to engage consumers through promotional marketing actions. It sets out ways for TerveysRuori, a Finnish mobile application concerning health habits, to create emotional attachments to itself, in order to engage consumers to download the mobile application and return to TerveysRuori time and time again, through a market introduction plan.

Secondary research was conducted to create a foundation on what engages the human mind and how this information can be used for marketing purposes. Primary knowledge gathered by working for the commissioning party helped the author to make this secondary research relevant for TerveysRuori.

In TerveysRuori's case the emotional engagement will be achieved through superior customer usage experience and service, as well as through an emotionally engaging promotional campaign targeting specific audiences in Lahti municipality. The research conducted shows that through multiple sensory cues the human mind can be more effectively engaged, which develops a long lasting impact that can evolve into a love relationship with great loyalty towards the brand.

# TIIVISTELMÄ

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TerveysRuori

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Hakusanat

Asiakkaiden sitouttaminen, mobiilisovellus, asteittainen  
lanseeraus, tunteita herättävä mainostaminen.

Viime vuosien aikana mobiilisovellukset ovat löytäneet tiensä yksityisiin kännyköihin ja sovellusten määrä on räjähtänyt. Tämä asettaa haasteita uusille sovelluksille, jotka haluavat tehdä lähtemättömän vaikutuksen ihmisiin. Erilaiset tuotteet ja palvelut taistelevat huomioistamme ja tähän väliin voi olla vaikea löytää uuden mobiilisovelluksen omaa paikkaansa.

Tämä opinnäytetyö etsii mahdollisuuksia herättää kuluttajien mielenkiintoa tunnetasolla markkinoinnin kautta. Se ehdottaa asteittaisella lanseerauksella TerveysRuorille, suomalaiselle terveys-sovellukselle, mahdollisuuksia joilla sitouttaa kuluttajia lataamaan sovellus ja palaamaan TerveysRuoriin kerta toisensa jälkeen.

Toissijainen tutkimus toteutettiin jotta saataisiin tietoa siitä mikä kiinnostaa ihmismieltä mainoksissa ja miten tätä tietoa voidaan käyttää hyväksi markkinoinnissa. Opinnäytetyön kirjoittaja sai arvokasta alkuperäistietoa työskennellessään toimeksiantajalle. Tämä primääri tieto auttoi kirjoittajaa tekemään asteittaisesta lanseeraussuunnitelmasta asiallisen juuri TerveysRuorille.

TerveysRuorin tapauksessa tunneperäinen sitoutuminen toteutetaan ensiluokkaisella käyttökokemuksella ja asiakaspalvelulla, sekä kohderyhmien tunteisiin vetoavalla mainoskampanjalla Lahden seudulla. Tutkimus osoitti että ihmismielen mielenkiinnon voi herättää tehokkaammin käyttäen moniin aisteihin vetoavia mainoksia. Nämä jättävät vahvemman muistijäljen josta voi syntyä rakkaussuhde vahvalla uskollisuudella tuotemerkkiä kohtaan.

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# 1 INTRODUCTION

This thesis sets out to find ways to engage customers in the marketing of the mobile application called TerveysRuori. The name TerveysRuori, words health and a steering wheel of a ship combined together, came from a name competition for the application. It represents people taking charge of their lives and is suitable for Lahti as the steering wheel of a ship is in the municipality's coat of arms. This thesis wants to establish a market introduction plan for TerveysRuori that will be led by customer engagement as the top priority. Creating customer engagement will be essential for TerveysRuori, as it wants to establish and maintain a place on people's mobile phones and to be used actively by people of all ages and situations; foremost in the Lahti municipal area.

## 1.1 Background

Engaging consumers means that there is an emotional effect from the consumer; they feel that they can relate to the situation (Hill 2010). These emotions then help to create loyalty and respect towards the brand (Roberts 2004). Emotions can be provoked through the senses: vision, audition, smell, taste and touch. By making use of research on how the human brain functions through the senses, marketing professionals can create emotionally appealing and consumer engaging promotional campaigns. (Krishna 2013)

TerveysRuori is an application offered by the Lahti municipality to its citizens. It is aimed at preventive healthcare. TerveysRuori can also be used as a mean of mini intervention to health problems such as alcoholism, drug abuse and smoking. There are several health tests such as Alcohol Use Disorders Identification Test (AUDIT) developed by the WHO to assess the user's health level. The application also offers diaries in which the user can write down their blood pressure, blood sugar levels and weight, just to name a few. This application is part of the municipal healthcare system and the content will be developing to fit the needs of the citizens of Lahti. The main purpose of TerveysRuori is to make healthcare available to everybody, online, and to prevent health problems before they arise. This application will be available in both the Finnish and English languages in order to cater to a wider consumer base, as the plan is to at one point make the application available to everyone in Finland.

Today the market of mobile applications is increasing rapidly with different companies offering new applications for users to take care of their health (PR Newswire 2012). In 2011-2012 the number of people who downloaded these apps doubled (Conn 2012). The global mobile health application market is forecasted to grow over 40 per cent between 2011 and 2015 because of the rising demand of smartphones and interest of social networking sites (PR Newswire 2012).

This situation makes it increasingly important for a mobile application to engage customers from the initialisation of the product as well as to maintain that engagement so they keep coming back to the application. Tim Kopp (Business Wire 2013) states that the way consumers have embraced mobile revolution affects all of the decisions of the digital marketing mix developed by marketers. The marketplace innovation to promote healthcare by means of smartphones is moving forward faster than anyone could expect states Aneesh Chopra, U.S. Chief Technology Officer (Manos 2010). The TerveysRuori application offers a new way to take care of one's health. TerveysRuori has a unique selling point of being local because it is made in Finnish by the municipality healthcare of Lahti. This should translate to a more engaging way of open communication to create more engagement.

Other health and wellness mobile applications focus mostly on weight control, nutrition and advice or training. There are few exceptions on the Finnish market and these include Wellmo and OttoMitta. Like TerveysRuori, these applications are aimed at the preventive healthcare. There are some differences however: Wellmo, for example, is aimed at companies, while OttoMitta has a singular focus – alcohol usage.

## 1.2 Thesis objective

The objective of this thesis is to create a market introduction plan for TerveysRuori which emphasises customer engagement. The market introduction plan will include online promotional aspects as well as more traditional promotional tools. This will ensure that all target populations notice TerveysRuori and engage with the mobile application.

Engaging customers includes getting their attention and making them feel excited about the product so that they will continue using it actively and recommend it to their friends. This thesis explores various ways that can create an emotional attachment to a



product. The expectation is that the targeted population will use TerveysRuori on a daily basis to create a new healthy lifestyle change that prevents future illnesses.

The research questions for this thesis are: How can sensory cues be used to enhance marketing? What engages people while watching an advertisement? What are the means of mobile marketing? What does it take to create customer engagement in the market introduction plan of TerveysRuori?

### 1.3 Research methodology

This thesis is based on secondary data. The main sources are books about sensory marketing (Krishna 2013), effects of emotionally engaging advertising (Hill 2010), Lovemarks (Roberts 2004; 2006; 2014) and mobile marketing (Karjaluoto 2010). These sources establish what engages the human mind and how marketing can use this knowledge to its advantage. The author, working for Lahden Terveyskioski, (the commissioning party), has gathered primary knowledge about the health and wellness sector and the developing of TerveysRuori. This primary knowledge helps the author make the market introduction plan relevant for this particular company.

### 1.4 Structure of the thesis

The second chapter introduces customer engagement through sensory marketing and lovemarks. Further on the thesis dives deeper into advertising and the way advertisements are viewed. Mobile marketing is introduced and discussed, as it can be an important media when marketing a mobile application.

The third chapter introduces two Finnish mobile applications in the health and wellness market. A background on Wellmo and OttoMitta mobile applications is given and their actions viewed. Wellmo and OttoMitta are then benchmarked for their marketing actions.

In the fourth chapter the author establishes a market entry plan for TerveysRuori making use of the information gathered through secondary data. This chapter includes a look at the market and a promotional plan that will create awareness in smartphone users in the Lahti municipality. The plan will also include further marketing research topics for TerveysRuori through the market introduction.

The last chapter will gather all the information presented at this thesis and suggest measures and research topics that could be taken in the future to deepen the knowledge concerning mobile applications and engaging consumers through marketing activities.

## 2 CUSTOMER ENGAGEMENT

“Engagement involves creating substantial, often prolonged, emotional interest” (Hill 2010, 27). Why do we want to engage customers? A study by Omnicom Group in 2008 found that engaging consumers leads to a 15-20% return on investment (ROI) compared to merely achieving awareness (Neff 2008). A study by the Gallup Organization, using functional magnetic resonance imaging (fMRI) to track blood flow in test subjects’ brains during simple yes/no questions about a certain retailer, proved that the ones who were most engaged also were the ones that used the most amount of money in that specific retailer (Restak 2006). According to John Philip Jones study (2001) on TV advertising, only about 30% of advertising works well, 40% not so much and the last 30% made the companies advertised suffer losses.

We have three brains: the original sensory (reptilian) brain, an emotional (mammalian) brain and, the newest development of mankind in the last 100 000 years, a rational (human) brain that is the home to our verbal abilities. This is significant for engagement since we react faster to sensory output rather than to verbal cues. The sensory part of brain has to do with fight or flight mode and thus for the advertisement to be effective it should primarily appeal to this old part of our brain to stop the receiver in their thoughts. (Hill 2010, 4.)

A European study with 1,300 print advertisements and 3,600 participants found that on average we spend 1.7 seconds looking at an advertisement: 0.6 seconds on images, 0.7 seconds on text and 0.4 seconds on company a logo (Pieters & Wedel 2004). Furthermore, the study found that upon increasing the logo size, the text loses more attention than imagery; increasing text makes the imagery suffer; but buffing up the imagery makes only a slight dent in the attention of the other two, suggesting that images should be made prominent. Every millisecond of the 1.7 seconds needs to be used to stop and engage the consumer to take an action. It takes about two

milliseconds for visual input to reach the sensory brain, 250 times less than for it to be recognised in the rational brain (Renvoisé 2007).

## 2.1 Sensory marketing

Our five senses are the five ways information gets to our brains and further on processed. It is as simple as that: we only have five channels to persuade and engage the consumer. Sight is the sense most used in advertising, but the others sound, taste, touch and scent, are just as important in our daily lives. (Roberts 2004; 2006.)

Sensory marketing has been defined by Aradhna Krishna (2013, 14) as ‘marketing that engages the consumers’ senses and affects their perception, judgement, and behavior’. This engagement can be done through sensory imagery, an ability that marketing professionals often take advantage in promotional campaigns. Sensory imagery refers to the ability to imagine what a particular object feels, tastes, smells or sounds like. For example seeing a sweater in an advertisement can make the viewer imagine the softness of the sweater, or smelling a cookie to imagine what it would taste like and what kind of texture it would have. (Krishna 2013, 5-6 & 14-15.)

Sensation and perception are two different things. Sensation is information coming from any of our senses to the thalamus, our central station in the brain. It is the mere registration of a sound or light. The thalamus then forwards the signal on to the cortex where the signal is interpreted as a particular sound or a colour, which is then a formed perception. Sensations therefore are the pure input and perception is the way we interpret the input through what we have learned in our lives. This is important for marketing, as the perceived information might not match the original intended input if there are factors influencing the interpretation towards another conclusion. (Krishna 2013, 12-13.)

Sensory signatures are sounds, colours etc. that evoke a strong connection in a person towards a brand or a company. For example thinking about Microsoft Corporation and Windows operating system will make most people recall the four-coloured logo or the sound that accompanies it. Marketers can use sensory makeover by changing the advertising, packaging or the product itself to produce a sensory signature making the brand more appealing, engaging and memorable to the customer.

The brand logo is the place to start with sensory signatures. A logo can convey a message about the brand and its colour can create a sensory signature on its own. If there is a sound that comes by using the product, it is a great place to consider an auditory signature, just as Harley-Davidson has done with their motorbikes. Sensory signatures can also come from patterns, like the Burberry checkered pattern or the Louis Vuitton pattern of its logo with clover like shapes creating a pattern. These are easily identified from a farther distance than just the logo of the company and thus give the company more visibility. The Design of a product can also be a sensory signature such as the Orangina bottle, the shape of an iPhone or the Absolut Vodka's bottle. Even without any labelling these brands would be recognisable. (Krishna 2013, 37-41.)

Scents are trickier to include in marketing campaigns, but restaurants can easily use the aroma of their foods by venting them out to the street to attract more passers-by. Taste is also challenging for marketing use. This is especially true if the product has nothing to do with consuming something through our mouths. But for the food industry it is most essential. (Krishna 2013, 6-8.)

### 2.1.1 Vision

Vision is the most used sense by marketers and most often the easiest path towards the consumer. Visual imagery can trick the brain because of biases. A bias is a continuous difference between perception and sensation. Everyone may not share these biases, but they are generally shared across different cultures, generations and genders. There are three visual biases: direct distance bias, sizing bias and consumption bias. These biases can be used for a brands advantage by if their effects are known. (Krishna 2013, 29.)

Direct distance bias comes from the brain setting the shortest distance between two objects as a straight line. This leads to people assuming for example that the line to the cashier is shorter in a situation where the line snakes back to itself, being closer to the end register at all times. This would seem shorter to us than a straight line going away from the cashier, with fewer people waiting, because we assume that as we are closer to the register it must be shorter. Many stores as well as airports are using this to their advantage, making the consumers happier to wait in line. (Krishna 2013, 29-31.)

Sizing bias comes from our inability to calculate area, volume, weight and size precisely by looking at it. We can't know these qualities at first glance, which makes us focus on one or more of the important features of the object we wish to distinguish the area or volume of. For example in a research by Aradhna Krishna (2013) the participants insisted that the glass which was taller and thinner had a larger volume than a shorter wider one, when in reality the two had the same volume. This can be used especially in product and package design by making them taller and thinner if what is wanted is to depict an image of a larger quantity on consumers. (Krishna 2013, 31-33.)

Consumption bias refers to the phenomena that we adjust our perception when our expectations are exceeded or not matched. In the same study about glasses and their volume, mentioned above, participants had to drink water from both glasses and they said that the glass that was shorter and wider held more water than the thin and tall one. This happened because they had previously perceived the wider glass containing less volume and they were surprised when drinking of how much water it actually held. The opposite happened with the tall and thin glass, but the phenomena is the same, their brains adjusted perception as they were surprised, which ended up in the participants saying the opposite of what they had perceived by merely looking at the glasses. (Krishna 2013, 33-35.)

Colours are an important aspect of vision and visual cues. A study by Valdez and Mehrabian (1994) established that the shorter wavelengths, which are perceived as blue, have a calming and relaxing effect and that longer wavelengths, perceived as reds, have a stimulating and exciting effect. Further research has shown that blue also make us perform better in creativity-based questions, whereas reds make us more analytically and detail oriented. (Krishna 2013, 35-36.)

It has been found that using more shades of blue than red for people who are in the darkness will make the advertisement appear lighter to them. This is something to consider when placing outdoor advertisement which is wanted to be seen even in darkness. Another use for this information is when designing electronics that have to be used in the dark. In packaging, the mere place of a picture can be perceived as making the product lighter or heavier depending on the position. Vision is a sense that

can easily be tricked and it should be used for marketing even more. (Krishna 2013, 15 & 36-37.)

### 2.1.2 Hearing

There are three properties that make up sound: amplitude, sound frequency and harmonics. Amplitude is measured by decibels and perceived as the loudness or softness of a sound. Sound frequency is perceived as the pitch, the range of pitch we hear differs from person to person. Harmonics is perceived as the timbre of sounds. Harmonics can be perceived for example from two sounds that have the same frequency and amplitude, but come from different musical instruments. (Krishna 2013, 56-57.)

Sonic branding refers to auditory signals that have become sensory signatures, such as McDonald's jingle 'I'm Lovin' It', which even without the words is distinguishable; or L'Oreal's 'Because You're worth It', which conveys a message of the brand. Some auditory signatures are connected to the usage of a product as the Nokia tune of Nokia mobile phones. Anyone who knows the tune can easily recognise it to be coming from a Nokia cell phone. The Reasons for creating auditory signatures for marketing purposes can differ. They can be developed to engage the listener to feel a certain emotion or get into a certain mood, inform about the brand values, or convey negative connotations about a competitor like Wendy's slogan 'Now, That's Better'. (Krishna 2013, 58-63.)

Characteristics of speech create our perception of what is being said and how reliable it is. These characteristics are pitch, loudness and rate. We also form impressions of the speaker based on these characteristics about their physical, as well as mental attributes. These impressions are more often than not correct. A study by Hunt and Linn (1967) shows that the participants were in most cases able to predict the physical appearance of the speaker regardless of what they were talking about. Male voices that are low depict more authority and male voices that are high are perceived as weak, according to a Zuckerman and Miyake study (1993). Female voice is more complex when it comes to reliability and sell-ability. Oksenberg, Coleman and Cannell studied the voices of women while doing telephone surveys and found that on average a higher-pitched voice generated more sales. To be sure, Darren Dahl (2010) has suggested that a certain pitch of voice appeals even to the same gender, because it is

associated with hormone production and signals sexual readiness. The rate of speech is also important, as research has found that a faster pace conveys knowledge (Miller, Mayruiyama, Beaber & Valone 1976). Contradictive enough, listeners tend to memorise more of the information when the speed of speech is slower. (Krishna 2013, 63-66.)

Sounds are essential in creating an experience. The wrong kind of background music in a movie can ruin a scene, while the right kind of music can enliven it. Music in stores can also influence the behaviour of customers with slower music making people linger longer in a store according to R. E. Millaman (1982). The effects of background music are mostly subconscious. It has been proven that sound can affect our buying behaviour in a wine store. A particular wine store played music that was French, and the wines from France took over 76 per cent of all sales during that period. The study was repeated with German music and German wines amounted to 73 per cent of the sales. People didn't even realize what influenced their decisions, as they were asked on leaving the store about why they bought that particular bottle and only 15 per cent said that the music had influenced them. (Krishna 2013; Hill 2010, 12.)

Background music can also be used to attract target customers and at the same time keep away-unwanted consumers. A great example of this is the clothing retailer Abercrombie and Fitch which plays contemporary music at 90 decibels loudness to attract teenagers and keep away their parents from telling their children to purchase less. The opposite can be achieved by using classical music, which has also been used to reduce loitering in front of stores and municipal facilities. (Krishna 2013, 67-70.)

Brand names themselves need to be easily pronounceable and understandable in the language and market they appear at. Brands can convey connotations in their names connected to the product usage like "Swifter" with the motion of speed depicted with "swift" and the ending "-er" conveying it to be more of something such as better, greater or faster. The sound of the brand name is crucial to consider in areas where the language has different meanings to one word depending on the pronunciation. (Krishna 2013, 70-74.)

### 2.1.3 Smell

Smells are perceived at the detection threshold, which may vary depending on the scent. The recognition threshold is where the scent can be identified such as “flowery” or “sweet”. The Recognition threshold may need three times the concentration of detection threshold in some cases. (Krishna 2013, 82.)

Our preference for some smells is not in our genes, but rather something we have learned according to R. S. Herz, S. L. Beland and M. Hellerstein (2004) and studies monitoring infants’ behaviour when exposed to particular odours such as urine (Stein, Ottenberg & Roulet 1958). We learn to associate smells with feelings as they appear in our experiences. This can go as far as the smell affecting our performance if it has been associated with a particular performance earlier (Epple & Hertz 1999; Hertz, Schankler & Beland 2004). However there are responses to scents that are essential for survival and reproduction that are hardwired to our bodies. This is important for marketers as the presence or lack of smell can evoke emotions in consumers. (Krishna 2013, 84-88.)

The smell itself may not always have a positive or a negative connotation, but the label that is given to it will influence the perception greatly (Hertz & von Clef 2001). This means that marketers can mask scents by labelling them differently. Another marketing application for scents is that they can help people memorise attributes about a product more accurately and for a longer time than products that have no scent (Krishna, Lwin & Morrin 2010). This was used by Westin hotel chain that scented their pens in hotel rooms. The next time the guest used the pen outside the hotel they would remember their time at the hotel and if it had been a positive one, want to book in a Westin hotel again in the future. (Krishna 2013, 89-91 & 97-98.)

Scents can be used in advertising as strips with the advertisement in a magazine or glued to leaflets. These scents are aimed to cause an emotional reaction in the recipient that they will then associate with whatever the product or service advertised is and stands for. Scents can also be used in stores as ambient to a monetary benefit, but it can be hard to find congruence with the scent the store and the target customers, as scents are not so easily defined for a particular situation. (Krishna 2013, 94-100.)



#### 2.1.4 Taste

Taste is most often connected to our other senses, as food itself is influenced by the look, smell and feel of it to enhance the experience of eating. Even the beverage container can change the way we perceive a drink: a strong cup makes better water than a flimsy one with the same water or so it is perceived (Krishna & Morrin 2008). Taste preferences are hardwired into our brain (Mueller et al. 2005). This does not mean that everyone likes the same tastes, because we all have a different number of taste buds on our tongue. Taste and smell are intertwined to such degree that the ability to smell changes the taste drastically (Hettinger, Myers & Frank 1990). The multisensory experience of eating should be taken into account when designing food packages. Using multisensory cues in packaging makes the food taste better than using words about just taste (Elder & Krishna 2010).

#### 2.1.5 Touch

We have haptic receptors all over our bodies, which make touch a different sense from others as they have specific locations in our bodies. Through touch we determine hardness, texture, temperature and weight, but touch is also interconnected with other senses. Determining a shape can change from sight to touch when vision falters. Congruence is important in touch as well as other senses when it comes to marketing. A rougher surface with a masculine scent was evaluated better than the same scent on a smooth piece of paper, and the opposite held true with a feminine scent (Krishna, Elder & Caldara 2010). Instrumental touch is the haptic experience done in order to fulfil a specific need; e.g. touching a piece of clothing to determine how soft it is. Autotelic touch refers to haptic experience done for reasons of pure enjoyment. (Krishna 2013, 132-139; Peck 2010.)

#### 2.2 Lovemarks

Lovemarks are the next step in branding according to Kevin Roberts (2004; 2006; 2014). When creating lovemarks there must be an emotional bond to the brand in addition to high respect. This combination makes the customer choose it over and over again before other brands of the same product. If there is only respect, then the product or service might be replaced by the customer when some other brand touches them emotionally. On the other hand, if there is only love for the brand, it could

potentially die easily when other brands become fashionable and quickly end up in the recycle bin. Having respect and love equals a long lasting engaging relationship between the brand and its customers. To become a lovemark, the business needs to be built on an inspiring mission that consumers can relate to at an emotional level.

### 2.2.1 Respect

Respect, according to Roberts (2004; 2006; 2014), has to be earned by the company time and time again in every customer service situation and in every piece of communication from the company. Respect is based on the performance of the company, the trust that it has gathered as well as its reputation. The ultimate respect can be achieved by keeping your end of the bargain every time, even if it hurts the company a little economically. By being consistent in its actions a company gathers trust and a reputation that will be difficult to beat by its competitors.

Performance of a company is what consumers notice firstly. Its innovation, quality and service set the quality standard for the company on the first interaction. The identity of a company can take a longer time to unravel to the consumer, as well as the values the company beholds dear to its heart. The performance of a company should strive from the core values and thus make every touch point filled with company identity and differentiation.

A company that wants respect has to have a stellar point in its performance. Be it the product or service itself or something in the company's way of running it; something has to set it apart from its competitors. Customers need to be in the middle of every action taken by the company. Their interests should guide the development of the company and the aim should be to go beyond the interests of consumers and give the best possible value to the customers.

Trust is gathered when performance is consistent and the standards of quality fulfill a consumer's expectations. The reliability of the company is at the centre in creating trust from the company's point of view and should be treated as such. Commitment and loyalty follow when the company is transparent in all its actions and those actions are taken with ease and security based on the company's core values. In case something does go wrong, there should be a plan that can be executed to make things better for the customer and ultimately to the company. This is important; as today it is

very easy to shatter the trust a company has gained by telling about ones' mishandling online where everyone can see it. Feedback also needs to be handled accordingly. If it's good, great, let's do more of it. If it's constructive, great, now we have something tangible to improve on. The main thing is that there is an active feedback system and there are assigned ways of dealing with the feedback to gain more trust.

Reputation has to be gained through honesty, efficacy, responsibility for businesses actions and leadership in the market. A Company's reputation among consumers should reflect the reality inside the company. The Leadership of a company can come from different aspects of the business and its products and services, but there has to be something that sets the company apart from others to create an outstanding reputation. This differentiation needs to be clear to the consumers as well. If your company is the best in the world in creating new slogans on the spot, then everyone who ever needs a slogan should think of your company whenever they think of the word slogan. In addition your company name should be synonymous with the slogan. There needs to be pride of the brand among the company to the degree that the employees would want to recommend the product to their best friends, this is reputation at its best.

### 2.2.2 Love

Love is 'a feeling of warm personal attachment or deep affection' (Dictionary.com, accessed 24 Mar. 2014). Love towards a brand is not so different from love towards a person or an animal. If one loves a brand they want to see it succeed and will defend it when one feels that it has been mistreated. Above all, the loyalty level towards lovemarks is astonishing. (Roberts 2014.)

Love in brands can also be created in similar ways that we use to lure or court our love interest in real life. Great stories with a relatable value bring people together. Add inspiration towards dreams that your target audience has and you are well on your way towards engaging people with mystery. The past, present and future of the company should be transparent to consumers and they should hold something dear to the target audience as their core value. The company should provoke empathy and passion that lead to commitment through its actions. (Roberts 2004; 2006; 2014.)

### 2.3 Emotionally effective advertising

Advertising is the notifications and recommending messages, bought by organizations or people, placed in a chosen media and time to inform or persuade people in a chosen target group about the ideas products or services (American Marketing Association 2014). The term - emotionally effective, implies that the advertising provokes a feeling inside the consumer. This feeling is preferably one that will lead them to relate to the advertised product or service and further on lead the consumer to purchase it. (Hill 2010.)

Stopping power is the first thing a great advertisement has to have. This can come from various sources depending on the media of the advertisement. In radio it must be a differentiable sound from all others, be it pitch, tempo or loudness. What initially grabs the attention of the consumer is not always the thing that engages them. Engagement can be thought of as stopping power turned to continuous attention, interest and commitment. People, regardless of their origin can understand simple emotions such as happiness, sadness, surprise, anger and disgust intuitively. This added to the fact that ‘advertising first creates an emotion, which results in attention’ (Oatley 2006) makes these emotions heart of the engagement in advertising. (Hill 2010, 9-12.)

Al Ries and Jack Trout (2001) point out that our brains only accepts things that are familiar to us, or matters that can be linked to our prior knowledge or experience. What is familiar thus gets more easily regarded as the truth and therefore accepted. When consumers’ do not understand the advertisement or how they are supposed to feel about it frustration is inevitable. Frustration is one of the most effective ways to lose a consumer. This makes the Keep It Simple (Stupid), otherwise known as the KISS principle, essential to emotionally effective advertising. Research suggests that the most effective advertising is straightforward and clear (Briggs & Stuart 2006; Ogilvy 1985). People are already ready to give up on understanding commercials, so they should not be faced with overly complicated advertising or they will lose interest all together. (Hill 2010, 27 & 45-49.)

### 2.3.1 Still imagery in advertising

According to eye tracking tests the focus of still imagery should be front and centre as this part is looked at with both eyes covering for each others' blind spots. Faces as well as implied motion, for example a picture of jumping person caught in a picture, draws attention. Also the most dominant part of a still image draws our attention be it the size, colour or lighting etc. Lake Sullivan (1998) says 'Every element you add to a layout reduces the importance of all the other elements.' (Hill 2010, 16-17.)

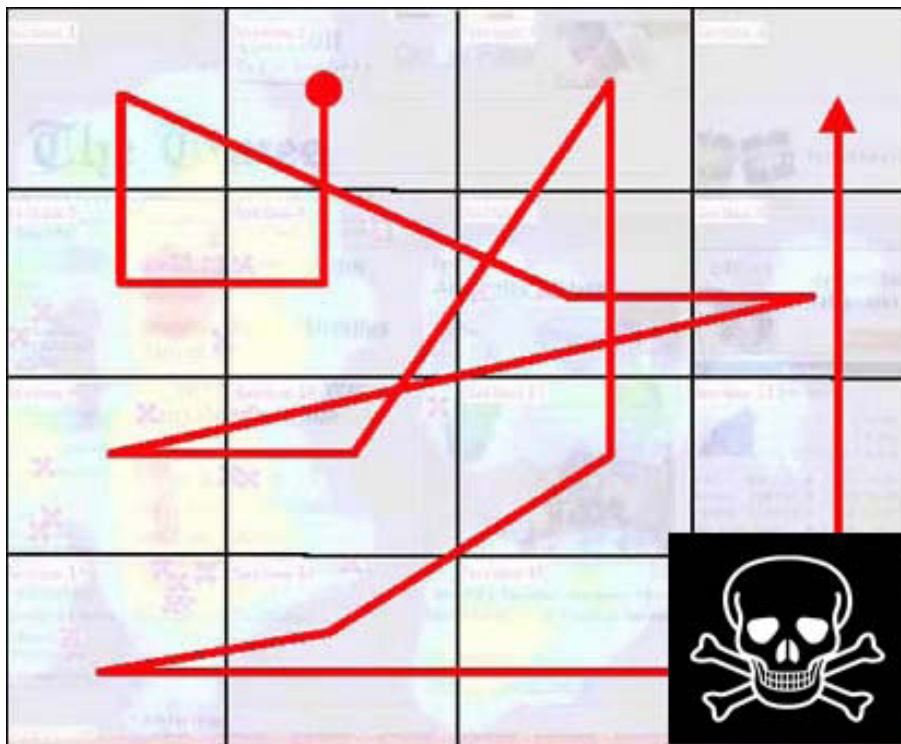


Figure 1. The path the eye typically takes (Dooley 2010)

Figure 1. above shows the path that typically is formed by our eyes. As the second to last place is the right lower corner this would suggest that it is not an effective place for any important information including a company logo. This corner has been called the corner of death. Unfortunately more often than not it is the place to put ones company logo. A study by Sensory Logic found that 56% of print ads, 60% of billboard ads and 36% of direct mails have the company logo in the right lower corner. (Hill 2010, 36-38.)

### 2.3.2 Moving imagery in advertising

What grabs attention in moving imagery has everything to do with action. Sustained action and sudden movements create the most attention. Having said that, it is important to give the viewer enough time to move their eyes as the focus of the commercial changes in order to avoid frustration and confusion. It takes on average six frames, 1/5 of a second, to move concentration between visual cues. (Hill 2010, 17 & 38.)

In moving, as in still imagery, what grabs and holds our attention are faces. On average, 76 per cent of gaze activity of the time faces are shown, the focus is on those faces and expressions. The Reason why we focus on faces derive from the fact that the face can be construed as our sensory centre and the home of our emotional expressions. We feel we can judge people simply by their facial features and the expressions they show. Face reading is so important that it has its own part in the brain called the fusiform face area (FFA), which is located near the visual processing part of the brain. Our facial memory is also an indicator of how important faces are to us, as we can remember up to 10,000 faces (Restak, R 2006). Facial expressions are also emotionally contagious thanks to mirror neurons, which make one feel whatever another face shows or feels. Advertising uses these facts to its advantage, but even more could be done with faces. (Hill 2010, 17 & 57-61.)

### 2.3.3 Text in advertising

When so little time is spent looking at an advertisement, the text is most often skim-read. Using as little text as possible, increasing the font size or using an unusual font can enhance the power of the advertisement (Hill 2010, 36). Another reason to keep words in advertising simple is that the more common the word is the faster it will be processed by our brain (Sutherland & Sylvester 2006). Given the average time a print advertisement gets, 1.7 seconds, every millisecond spent to understand it counts. The preference for things already known is so strong that even unborn babies have been found to enjoy their mothers relate familiar stories over new (Carter 1999).

A study conducted by Yale University (1988) came up with 12 most persuasive words in English language:

- You
- Money
- Save
- New
- Results
- Easy
- Health
- Safety
- Love
- Discovery
- Proven
- Guarantee

This list shows the importance of simple emotionally charged words. Most of these words decrease our fears and need of self-defence, the rest provide an image of positive change. The same simple emotional states that everyone on this planet understands intuitively should be engaged by words to create and maintain customer engagement. It also shows that simple words are effective. There is no need to use lavish words or jargon in advertising; they might just frustrate the consumers. (Hill 2010, 39-40.)

Sensory Logics study on the amount of claims an advertisement has compared to the emotional engagement tracked by facial coding found that advertisements that had 1 to 3 claims was 11% more engaging than advertisements with 4 to 9 claims (Hill 2010, 40). Herbert Simon (2007) says ‘A wealth of information creates a poverty of attention.’ As with images, every new claim diminishes the importance of the ones before. Sullivan (1998) implies that advertising is very simple as the main purpose is to change consumers’ emotion towards your product from what it was to what you want it to be. Furthermore he says that only one adjective should be the focus point.

#### 2.3.4 Web design

Design must facilitate the content, not the other way. A great web design will lead the eye to the most essential parts of the web page. Navigation throughout the web site must be made easy through design: differentiation between links and plain text, easy access to navigation, etc. Unity in design creates a coherent web site with repetition of key components. Repetition is also important in creating balance. There needs to be a balance on every web page, in addition every page should have a specific focal point which draws the eye. (Beaird 2007.)

### 2.3.5 Example of emotionally effective advertising

By playing on something that clearly interests young people and something they can relate to, AT&T created a great commercial for their AT&T Next, a service in which the customer can change their smartphone every 12 or 18 months. The video was created by Vice. This ingenious advertisement hit the spot with engagement as it grabbed the interest of young people from the start. By making the promotional item appear at the end, in a way that wasn't expected to happen, AT&T made a lasting impact on young people's minds. (Newman 2014.)

"My first, I was 16," says a young woman. "I was like a freshman, probably," says a young man, and the thread continues with more interviewees. "I'd wanted it for a very long time." "And I lost it in the woods." "It's perfect." Finally, an interviewee draws the double entendres to a close with, "My phone is my life." The spot closes with the screen text, "Love it. Then leave it. Then love it again. AT&T Next - a new phone every 12 months." (Newman, A. A. 2014.)

## 2.4 Mobile marketing

Mobile marketing is the use of mobile phones to deliver promotional messages about products and services that are time and location specific as well as personalized (Mort & Drennan 2002; Pousttchi & Wiedemann 2006; Salo & Tähtinen 2005). Or as the Mobile Marketing Association defines it 'mobile marketing is a form of marketing that involves the use of mobile phones to communicate the value of a product or service to the target audience' (Mobile Marketing Association 2013).

Mobile media is used mostly on three different occasions: on the go, at work and at home. While traveling, it is the most convenient way of connecting with friends and family as well as just a means of spending time, be it playing a mobile game or surfing the Internet. At work, it can be used to keep in contact with clients and the supply chain as well as all the networks. At home the mobile media is usually not the most dominant media used. This is why the marketing campaigns that combine mass medias such as TV, radio and newspapers combined with mobile marketing work especially well when consumer is at home. (Karjaluo 2010.)



Mobile marketing has to be personalized and presented in a relevant format to the consumer, or it runs the risk of being perceived as spam. Instead of spam, the aim should be real response according to Sean Rach, managing director of OgilvyOne. SMS and MMS are becoming old fashioned as new technologies emerge according to Florance Yip, the managing director at Nike Hong Kong. (Girgenti 2007.)

Mobile marketing can be used for mobile advertising and customer relationship management (CRM). As there needs to be an agreement to get mobile messages from the receiver's side, they are most likely already that particular company's clients or at least very interested in its products or services, which makes it a great media for CRM. Most of mobile marketing is the pull type of marketing because the customers numbers become a part of database often by them taking part in a competition, lottery or voting by text message or by asking for information or ordering a service through mobile web site or map service. Only after this phase the mobile marketing can be push type of marketing and often for CRM purposes. In mobile communication consumers appreciate currency in promotions and clear benefits, in CRM they want to see monetary benefits. (Karjaluoto 2010.)

#### 2.4.1 Types of mobile marketing

The oldest type of mobile marketing is SMS, Short Message Service, which was followed shortly by MMS, Multimedia Messaging Service. Using SMS is cheaper, but it does not give the visual effect that MMS can offer with use of image, sound and video. These two need the consent of the receiver to be legally legit. The benefit of these promotional tools is that the message is most often received immediately and read mostly within 4 minutes after received. SMS and MMS can also be sent through Bluetooth technology for free, but the drawback is the area covered is rather small and the receiver has to accept the incoming message. (Mobile Marketing Association 2013.)

Mobile web marketing refers to the advertisements when mobile user is browsing the web. It can utilise search engine optimisation (SEO), which directs traffic to the website by improving the ranking of the website among search engine results pages (SERP). These can improve sales and brand awareness. (Mobile Marketing Association 2013.)

Push notifications are personalised messages sent by mobile applications. These push messages can be highly personalised, contextualised and geo-personalised. The messages can be automated according to the users actions in the mobile application and make an excellent way to engage the customer to come back to the application. Push notifications can be used for example when a user has been looking at a particular product on the application and they then are in a close proximity of the store that it could be purchased from. The application then sends a push notification offering the product on sale and giving information on how to get to the store. (M2 Presswire 2012.)

Google offers a range of mobile advertising possibilities that have placed it in the top position as a mobile advertising provider. Google offers mobile search advertisements, display advertising and video advertisements on YouTube. Facebook has also taken a big leap forward in mobile marketing and in 2013 half of its advertising revenues came from mobile devices. (PR Newswire 2013.)

#### 2.4.2 Benefits of mobile marketing

Mobile marketing is cost efficient, as there is as high an efficacy as 90%, since mobile phone owners read 90% of the messages they receive. As the receivers' first needs to give consent of their numbers used for your marketing purposes for SMS and MMS, they have a positive attitude towards the product or service promoted, and are more likely to purchase whatever you want to market them. This ensures that you have a great reach of your target audience through SMS and MMS. The same goes for push notifications, the user of a mobile application has to agree to receive push notifications first. (Mobile Marketing Association 2013; M2 Presswire 2012.)

The effect of mobile marketing is immediate and the possibility of creating a long-term relationship with that particular customer is great as long as the customer feels like they are precious and receive special treatment from your company. A special feature of mobile marketing is that it reaches people quickly no matter what the time or the day is. It is also a very good media for activating people and creating dialogue. The viral effect is something that can be easily achieved through mobile marketing as long as the message is engaging and relevant to the receiver. (Mobile Marketing Association 2013; Karjaluo 2010.)

### 2.4.3 Drawbacks of mobile marketing

There can only be 160 characters in an SMS, which limits the content of the promotional message. Creating an easily usable mobile marketing campaign for the consumer might be an issue when SMS is not used. Consumer privacy must always remain a top priority and must never be violated, or the risk of the campaign backfiring runs high. Pushing too many messages to the customer will make the connection meaningless. On average 1-2 messages per week are sufficient to keep the customers active and in some cases a couple messages a month are a plenty. (Karjaluoto 2010.)

### 2.4.4 Mobile Marketing process

Jari Salo, Jaakko Sinisalo and Heikki Karjaluoto (2008) found in their case study that there are six prominent stages in mobile marketing process: campaign initiation, campaign design, content creation, permission management, delivery and analysis & feedback.

In campaign initiation it is important to select the target group and think about the main devices the target group uses. The aims and budget need to be established at the first stage too. In campaign design the mobile channels need to be chosen and the content of the message according to the channel. The second stage also includes decision on the type of campaign wanted: mainly pull or push and when the message will be sent. Content design includes the creation of the actual content being sent to the receiver striving from few key words. The third stage also includes testing of the content and the infrastructure. Permission management deals with the compilation of the customer details needed for the campaign. Whether there is a database already to put to use or the need to buy the information. The fifth stage is the actual delivery of the message to the recipients and if appropriate responding to their messages. The final stage, analysis and feedback, also includes further development idea gathering. (Karjaluoto 2010.)

### 2.4.5 Costs of mobile marketing in Finland

The costs of a small campaign will come from the cost of sending the messages. In bigger campaigns it is wiser to either buy a short number, which the company can then

brand or use a service provider's short number. When using company's own short number the opening gateway costs per operator are a couple hundred euros after which the monthly fee of usage is about 50 € per operator. The Finnish Communications Regulatory Authority's fee per year for the use of a short number is 120 €. (Karjaluo 2010.)

#### 2.4.6 Mobile marketing examples

When JYP won the Finnish ice hockey championship spring 2009, a local nightclub in Jyväskylä, Gigglin Marlin, sent out an SMS to all of its loyalty customers that the team would be celebrating the victory at this particular nightclub. The loyalty customers were invited to come and see the golden celebration. This message was sent after JYP had won the championship around eight in the evening. At this time mobile marketing was the most sufficient way of reaching Giggling Merlin's customers and the place was fully packed with celebrators all through the night. This shows how well a timed mobile marketing campaign can work in activating people to take action. (Karjaluo 2010.)

Finnair has a well-established mobile CRM system with its check-in through text messages. The service will be automated after the customer is part of Finnair Plus loyalty scheme and has given their mobile number to be used by the company. Finnair sends the check-in details the evening before the flight for morning flights and a couple of hours before the flight for evening flights. Customers used to have to confirm the check-in by sending an SMS with "A" back to Finnair. Nowadays Finnair just sends the confirmed check-in details straight to the customer with a link to the mobile boarding card. Receiving this service used to be only possible in Finland, but is now available to other countries too. This mobile service has decreased Finnair's costs of check-in at the airport and developed the customer relationship as almost 80% of the receivers responded to the SMS's. (Karjaluo 2010.)

### 3 BENCHMARKING OF OTHER MOBILE APPLICATIONS MARKETING ACTIONS

Tracking health information on mobile devices has been found to improve health behaviours and improve the management and treatment of illnesses over the past

seven years (Flatley 2014). A survey by MicoDialogue found that three-fourths of smartphone users would be willing to download healthcare mobile application and majority considered such an application to be beneficial (PR Newswire 2010). Another study by the Pew Internet Project found that nearly 30% of mobile users aged 18 to 29 would use their mobiles to access healthcare information (PR Newswire 2010).

### 3.1 Wellmo

Wellmo is an application aimed at companies to improve their employees' wellbeing at work. It tracks users data according to set goals on for example exercise, weight, sleep or alcohol usage. Wellmo was founded 2 October 2012. (Hynninen 2013.)

Wellmo is a wellness journal that helps consumers to get to a better health and wellness state by offering tracking of one's health indicators and the possibility to set health and wellness related goals. The indicators tracked include weekly hours used for physical activity, daily steps taken, weight, amount of sleep, weekly consumption of alcohol, amount of cigarettes smoked, blood pressure and waist measurement. Electronic tracking devices can be attached to Wellmo such as Withings weight, Fitbits weight or pedometer, Beddits sleepcounter and It's my life activity measurer to produce data without having to type the information into the application. The data gathered can be used with Terveystalo's Oma Terveys service after the user has created a Taltioni-terveystilin, 'your electronic health account' (Terveystalo 2013). For working communities Wellmo clearly shows the state of wellbeing and what influence this program has had. Wellmo offers a service on how to launch and implement the application in your company. (Wellmo 2014.)

Research with VTT has shown that 70% of people feel that the way we live and our sports activities affect our wellbeing and work enjoyment. 65% of participants felt that their wellness stayed in their mind every day with Wellmo. 60% found the application beneficial in reaching their wellness goals. 77% of users, who also had a measuring device, use the service continuously after 3 months. (Wellmo 2014.)

Wellmo is meant to be part of a wider wellness program. This includes wellness questionnaires, usage of Wellmo, activation and challenge campaigns, speeches and seminars, as well as personal and group coaching. Wellmo reports tell how the

organization is doing as a whole on their wellness and help in finding what needs to be changed in order to create more wellness in the company. (Wellmo 2014.)

#### Marketing actions for Wellmo

Wellmo has a lot of articles written about it from the start of its launch at the beginning of 2013. After this it has not been so active in the mass media, but this can be understandable, as the company has to approach companies since the application is first sold to a company.

Wellmo is on Facebook, LinkedIn and Twitter and uses these channels actively to promote workplace wellness. On Facebook Wellmo has 64 likes, which is not a huge number considering that they have been in the business for over a year. Only 9 people have talked about Wellmo on Facebook. Wellmo posts mostly about wellness at workplace and tips about the usage of the application. Wellmo's first post on Facebook is from 4 March 2013 after which it was fairly active after the start of May 2013 when they released the application for iPhone and Android smartphones. Their activity decreased for the summer months, and increased again during November after which there have been an average of three posts in month.

I wonder if the small amount of likes is due to not engaging the users of the application at an emotional level. It could also be that the users feel that the Facebook page doesn't add anything new and valuable to the application.

Wellmo attended Slush 2013, the leading start up conference in Northern Europe and Russia, which brings new start up companies and investors together (Slush 2013). It is also a place to get your company and product out to the world (Slush 2013). Spring 2013 Wellmo was showcased at HealthSPA, a conference for health startups (Itiilika 2013). In autumn 2013 Wellmo was also part of the national use stairs campaign for companies (Maailman tervein kansa 2015 2013). They offered the application to be tested by the first companies who signed up for the events for free for six weeks (Maailman tervein kansa 2015 2013).

Wellmo was involved in a campaign to raise money for the new children's hospital in Helsinki. They opened the application for free usage from 2.5 to 31.10.2013 and every promise you made on the application connected to Taltioni-health account, Taltioni

would donate 10 cents for the association of the new children's hospital 2017 (Harju 2013). Wellmo is active in a series of events around Finland called "Work goes happy" that are set to improve happiness and wellness at workplaces. (Wellmo 2014.)

Wellmo has very simple, but informative advertisement and users manuals for all the main smartphone platforms: Android, Windows and iPhone. What is great is the attention they have given to frequently asked questions and the explanations that are given are clarifying yet simple. (WellmoApp 2013.)

They have also created 5 videos on how to use the application in the Finnish language. These videos are informative, but not very well produced as the commentator's voice echoes in the room and the lighting makes it look dirty. This is something that goes against all the other marketing material there is. The others have colours that are bright and clean and the finish is very professional. Still these videos are done in a manner that almost anyone could achieve at home. They are consistent in their look, which should be a great thing, but ends up being not so great with the same echo and off white colour of the videos. The sixth video is an introduction to the Wellmo in English. This video has been shot in natural light, which makes the video more appealing. These videos can be found on YouTube on their WellmoApp profile. This profile has also uploaded a video that is called Testi 2, 'Test 2', which lasts 8 seconds. This is their latest video and it is confusing among the application videos as it clearly is a test shot and showcases a woman saying hurriedly 'This is the Wellmo pitch and I'm going to tell how great we are, and how we're going to conquer the world.' The last video just seems out of place and is confusing in case you wanted to learn more about Wellmo. (WellmoApp 2013.)

### 3.2 OttoMitta

Mobile application OttoMitta is meant for the recognition of risks related to alcohol usage as well as support in lifestyle changes concerning personal health. Even if the use of alcohol is considered occasional, the application still challenges one to think about their alcohol consumption. OttoMitta is free and the information recorded in the application can only be seen by the user. OttoMitta can be used in Windows Phone, iPhone and Android based mobile phones. Users have found it useful and complimented its usability. (Järvi 2013.)

OttoMitta is invented by the Ehkäisevä Päihdetyö EHYT ry, Finnish Association for Substance Prevention. Movila Oy designed the content execution and the visual outlook and the user interface was designed by Konseptto (Konseptto 2013). After downloading the application the user needs to add their weight, height, age and gender. Whenever the user consumes alcohol, they should record the quality and amount of alcohol and the price paid for it. OttoMitta then calculates how much the user has spent money, what the users alcohol percentage in the blood is and how long it will take for the alcohol to be burned by the user. (Järvi 2013.)

OttoMitta helps in setting boundaries for alcohol usage, as it shows red when the boarder of overconsumption is close. The highest alcohol consumption amounts recommended are seven portions a day or 24 in a week for men and five portions or 16 in a week for women. OttoMitta saves the users data in the application so the user can see their consumption of alcohol over a longer period of time. (Järvi 2013.)

#### Marketing actions for OttoMitta

OttoMitta has interested health and beauty magazines and even students of technology, who are known for their taste of alcohol. OttoMitta has been downloaded in its first half a year almost 6500 times. OttoMitta is showcased on Alko's website. Alko is the Finnish state owned liqueur franchise that has the monopoly of strong alcohol drinks in Finland. This is part of Alko's responsibility actions to moderate alcohol usage in Finland. (Alko 2014; Järvi 2013.)

OttoMitta had a campaign in summer 2013 where they had postcards in restaurants playfully waking up people to realize how much they drink alcohol during summer and what it does to them. The postcards said 'What keeps you in shape during summer...' in the front and in the back there was information about the application. (MTV3 2013.)

There was a conversation about OttoMitta and alcohol usage on Suomi24, a conversation website that Finnish people use frequently. It only has 6 posts, but it ends up in a question that could have been answered by the producers of OttoMitta, EHYT ry. In this case the users needed more information of the usage of alcohol and they were left wondering as well as the other people who just read the conversation as it has been viewed 64 times. (Suomi24 2013.)



On another occasion OttoMitta did involve itself in comments to its launch reported on Sharewood (2013). In a comment to the news OttoMitta thanked everyone for their comments and interests and spread a little more information on how the application should be used and what the benefits could be. This showed a great involvement from the company side. The comments before had mostly been along the lines of; great if there is a need, I guess some people could benefit from it, not for me. (Giveget Oy 2013.)

#### 4 MARKET INTRODUCTION PLAN FOR TERVEYSRUORI

Right now TerveysRuori is in a development stage where an initial pilot run has been executed and the product with its services as well as the outlook is being developed. This is why the marketing plan starts from a clean plate. A competition was held to generate a name for the mobile application in the spring of 2013. The name TerveysRuori (the words ‘health’ and ‘a steering wheel of a ship’ combined) was selected as the winning entry. It represents people taking charge of their lives and is suitable for Lahti as a steering wheel of a ship is in the municipality’s coat of arms.

The application is aimed firstly at people living in Lahti area regardless of their age or background. This means that there needs to be different aspects of the application marketed to different demographics in order to engage as many Lahti citizens as possible.

##### 4.1 Market of health and wellness mobile applications

The current economic situation in Finland has led the healthcare industry to develop new approaches to cutting costs. Lahti has been a great example of municipal healthcare taking steps to lead as an inventive municipality in healthcare starting with Lahden Terveyskioski. Now they want to expand the prevention of illness to Internet and more specifically to mobile Internet services, to offer a better service and essentially cut back on the costs of municipal healthcare. TerveysRuori is a co-production of Lahti municipality and SITRA, The Finnish Innovation Fund. Firstly it is aimed at the citizens of Lahti, but the long-term goal is to make it a nationally beneficial mobile application. The technology behind the application is coming from a third party that has been chosen through tendering.

Finnish people have 9,3 million telephone subscriptions (Talouselämä 2013; Viestintävirasto 2013), which equals to about 1.7 subscriptions per a Finnish citizen as the current population of Finland is about 5,46 million according to Väestörekisterikeskus (updated 28 March 2014), Population Register Centre of Finland. Out of the 9,3 million subscriptions 3,4 million are subscriptions with unlimited data transfer and 2,8 million are subscriptions with a limited data transfer. The rest are subscriptions with other data transfer agreements and subscriptions with no data transfer. These statistics lead to believe that there are about six million mobile subscriptions that can use Internet and download applications to their mobile phones in Finland. It shows that the technology to use the application is in place and Finnish people eagerly use data transfer subscriptions that can be used by smartphones. (Viestintävirasto 31.12.2013.)

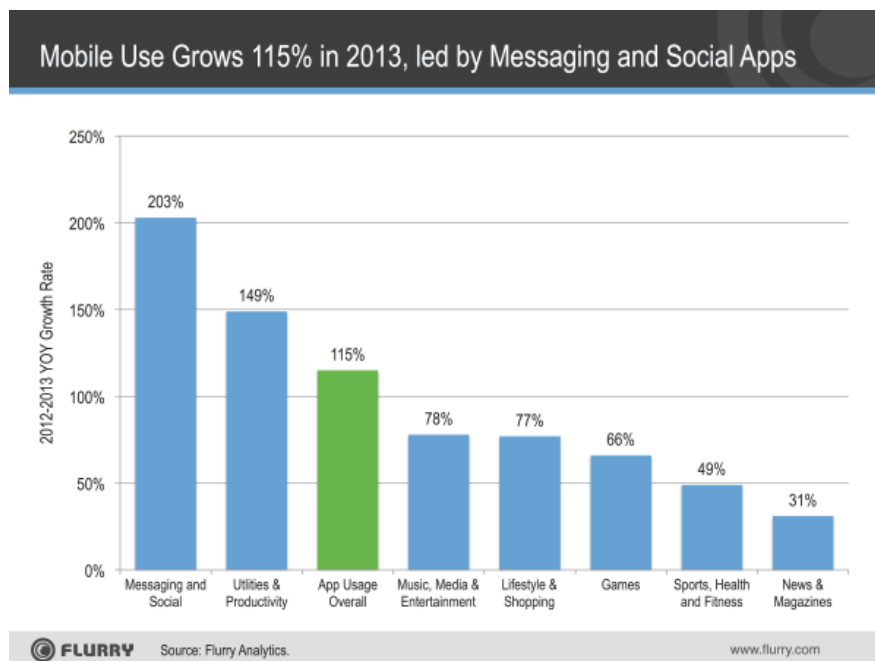


Figure 2: Mobile application download increase in 2013 (Flurry Analytics 2014)

Figure 2. above shows the increase of mobile application downloads and usage increases from 2012 to the end of 2013 internationally. Overall mobile application usage rose 115% and the usage of health, sports and fitness applications rose 49%. This suggests that there is still a lot of market that can be found in this area of applications. (Kalaf 2014.)

The mobile application market is very segmented with thousands of applications on health and wellness alone. Most of these applications are in the English language, which makes the market easier to penetrate for TerveysRuori, which is mainly intended to be used in the Finnish language. There is no mobile application that is aimed in health from the point of illness prevention, which is also a selling point of TerveysRuori.

The decision of downloading an application is influenced mostly on the relevance of that application to the user. In TerveysRuori's case the initial push for the download will come from healthcare professionals in municipal healthcare and later on created by the advertisements for TerveysRuori.

Engagement in mobile applications is the key to user retention. The chart below (Figure 3.) shows the different areas of applications and their retention rate at 90 days as well as the weekly average of the application usage based on top applications information that are used more than 1.7 billion times weekly. (Farago 2012.)

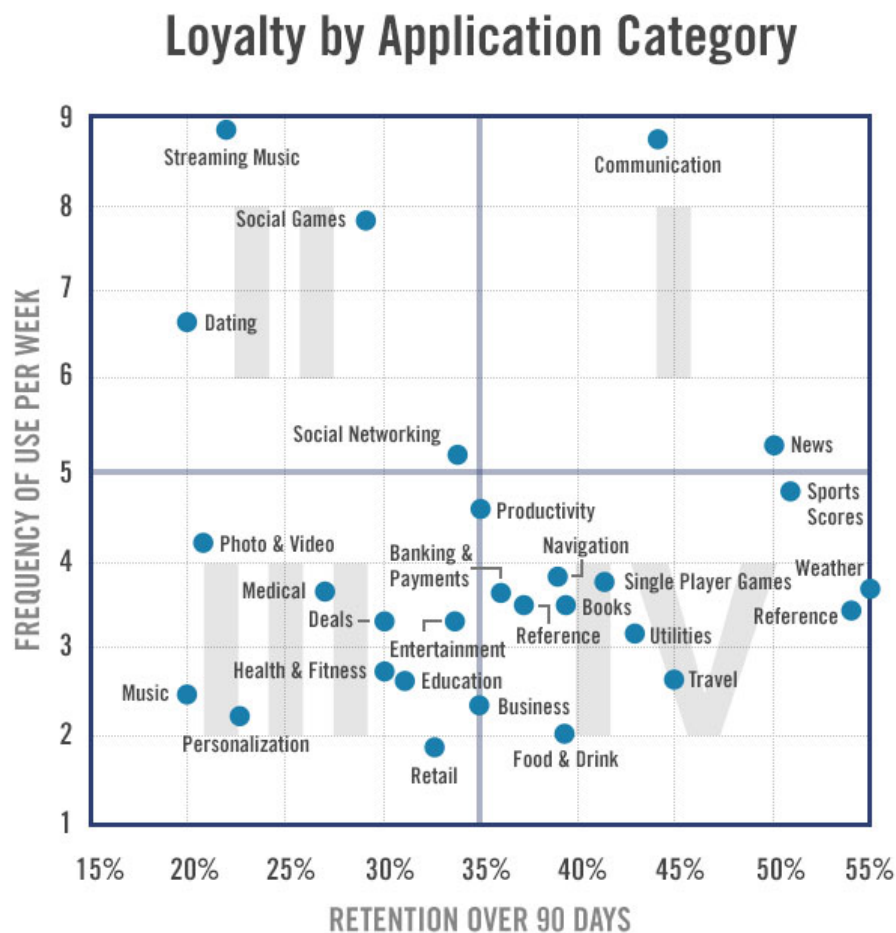


Figure 3: Application loyalty and the weekly usage frequency (Flurry Analytics, 2012)

Figure 3. shows that Health & Fitness applications on average have 30% retention rate at 90 days and they are used 2,7 times weekly (Farago 2012). The aim of Ruori is to be between the first and the fourth quarter, meaning that the application is to be used for a long time period with daily engagement depending on users needs. On average health, fitness and medical applications stay at a phone for 6 months (Gordon 2014).

The external threats come from someone copying the idea of preventive healthcare and doing a similar application that somehow engages customers in a more effective manner. This already highlights one of TerveysRuori's strengths; it has a unique approach in the market. As the application is still in the stage of development no one knows how the end product is going to look and sound like, which challenges the people working on it to be objective about its content and outlook. The application should be tested thoroughly and likability of its usage as well as outlook should be researched before releasing it out into the world of consumers.

TerveysRuori has the advantage of being developed by healthcare professionals in the Finnish language, which is a huge advantage in Finland. It also has the advantage of coming from a very reliable source, initially the Finnish government on a municipal level. As TerveysRuori offers different programmes to help in stopping smoking and decreasing alcohol usage it catches its users for a time period of at least eight weeks.

## 4.2 Objectives

The mission of TerveysRuori is to bring prevention closer to Finnish people and to make healthcare a top priority in people's lives. The vision is to have healthier people who live longer without illnesses in Finland. TerveysRuori is being developed to bring healthcare closer to the 'average Joe' and by sharing helpful information about health and wellness decrease the amount of people that need to see a nurse or a doctor, therefore lowering the cost of municipal healthcare in Finland. TerveysRuori is being first implemented in the city of Lahti and this is where the innovation comes from. The long-term goal is to take TerveysRuori national and thus decrease healthcare costs in Finland making Finnish people healthier. Profitability of this service will thus come from decreased costs of municipal healthcare.

The primary goal of the first stage is to increase brand awareness, as the product and brand are new. Also making the purchase as easy as possible through different

shortcuts is a goal at the start. Engaging consumers to download the application is the main goal, but there can be no download if there is no awareness and the way to download is not an easy one. In the long term the main goal is to keep customers coming back to the application to take care of their health and thus lowering the costs of healthcare in Lahti. In long-term marketing actions there will be a need to focus on maintaining brand loyalty and increasing the user base.

figure 4. shows the initial objectives for TerveysRuori's first two years. The First objective is to gain 200 users in the pilot phase. The second phase includes engaging 10 000 users through the municipal healthcare in Lahti. The third phase objectives are to gain recognisability among all the smartphone users in Lahti and to gain 20,000 users.

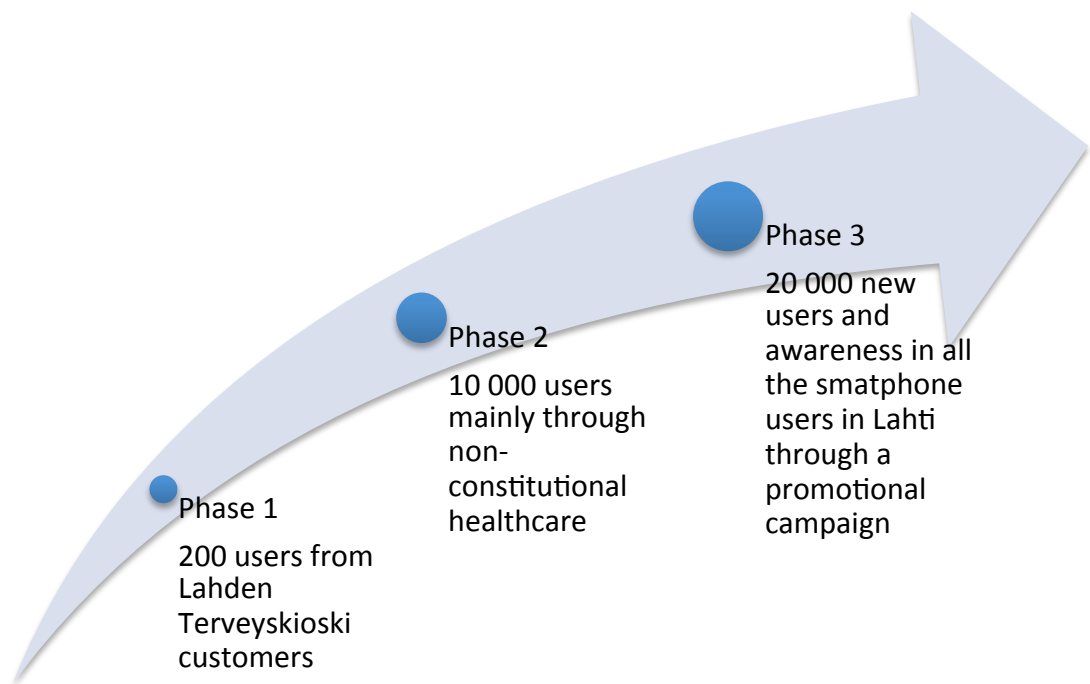


Figure 4: Phases of market introduction

#### 4.3 Marketing strategy

The TerveysRuori brand name as well as the logo will be presented in shades of blue as blue is the official colour for Lahti city and its health services. Blue is also fitting as it has a calming affect as studies have shown (Valdez & Mehrabian 1994). The logo of a steering wheel for ship communicates taking charge of one's own life and this is exactly what TerveysRuori is meant for in health. The logo on itself will through time

become a sensory signature of TerveysRuori and will be distinguishable on its own; this will be achieved by emphasising the logo in the promotional material. The logo can have different signs in the middle depending upon which feature is used. For example, a heart appears in the middle of the wheel when the blood pressure feature is on.

Search engine optimisation is important for TerveysRuori to gain visibility when people are searching for health and service applications on the web. Google ranks webpages according to their content-finding the key words that user wants to search for, reachability-making sure that the key words are an essential part of the webpage, linkages to other webpages and –sites and Page Rank-Google's own patent on finding the most suitable webpage's to each enquiry through link structure. The benefits of search engine optimisation are that it is free visibility, consumers tend to trust search results more than paid links and once it has been done it usually raises the result on all of the search engines. (Karjaluo 2010.)

#### 4.3.1 Target groups

As TerveysRuori aims at catering everyone living in Lahti, there will be campaigns through different types of media to catch all the segments inside the different phases. The people who will gain the most benefit are people who are interested in their overall health, people who want to keep track of their blood pressure, the obese, alcoholics and smokers.

People who are interested in their health come from varying age and social demographics. This makes it hard for them to be engaged with one specific thing. The positive side is that they are interested in their wellbeing from the start, which may lead them to downloading the application without any specific promotional activities. They have to have awareness of TerveysRuori to search specifically for the application.

People who want to keep track of their blood pressure have a very specific need for TerveysRuori and are therefore more cost effective when creating promotional material. Their benefits of having the data always available and handy need to be emphasised in the promotional campaign. The middle of the wheel has a heart in this

feature and the heart can be used to engage more people who want to take care of their own heart.

People who are overweight benefit from the information and encouragement that TerveysRuori offers to eating healthier, exercising and weight loss. There is a big market for applications on losing weight in Finland, but the market also has many players specialized in it. The common feature for people who can really benefit from the features of TerveysRuori on weight control is that they are ready to commit to a change. Change should be the focal point of the promotional material for this target group to engage them and encourage them on their journey of change.

People who have trouble in their consumption of alcohol do not all come from similar backgrounds either. The common thing for these people is drinking and too much of it. To wake them up they need to see where their drinking could lead them if they do not take charge and ‘steer’ away from doing so. The motivation to drink has to be found and then targeted. For some the wake up comes from seeing what drinking does to their families, others realize they have a problem through monetary measures.

Smoking is a habit that can be hard to stop for people. TerveysRuori encourages decreasing and stopping altogether as the application can be used to record how much a person smokes daily and to see the progress of cutting down slowly. TerveysRuori gives feedback according to the progress and this feature of feedback should be emphasised for people who want to quit smoking.

#### 4.3.2 Phase 1 Pilot

This phase was aimed at Lahden Terveyskioski customers, as it was the pilot phase. The end of 2013 with success has completed this phase. It was aimed at about 200 users to gather first experiences about the usability and benefits of the application and 334 people using TerveysRuori in the first phase exceeded this goal.

Media conference on what TerveysRuori is and how people can take part in the pilot phase was held at the start of the pilot in September 2013. Brochures for Lahden Terveyskioski, the main place for the pilot were made and distributed to users. These included information on what the service is and what the benefits of using it are. Simple instructions on how to use the application are also given in the brochure.

The internal marketing with usage experiences between the users themselves and the employees at Lahden Terveyskioski who are operating the service for the users worked well and experience of the usage was gathered. A new tendering was held to find the most suitable service provider to create the program and develop it further.

The next step is to market the benefits and experiences to the employees at non-institutional healthcare. They will be the next to take over the initiation of the application for their customers with the new version of TerveysRuori.

### **TerveysRuori Phase 1 Pilot 2013-2014**

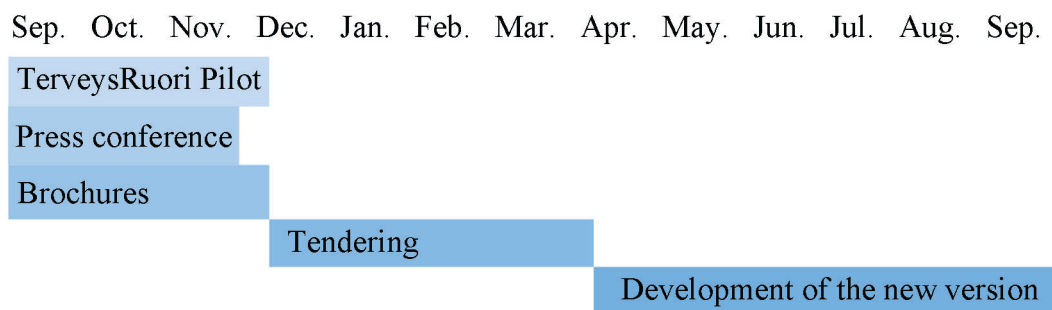


Figure 5: TerveysRuori Pilot phase

Figure 5. shows when and for how long the actions in phase 1 were planned to be taken.

#### 4.3.3 Phase 2 Internal release

This phase is aimed at citizens of Lahti who use the city's health services frequently. The aim is to get 10 000 users through the city's non-institutional healthcare and make TerveysRuori an essential part of healthcare in Lahti. Engaging the health professionals is important, as they will give the users a first impression of the application. This phase will start in October 2014.

During the second phase a website will be opened for TerveysRuori: [www.terveysruori.fi](http://www.terveysruori.fi). This website will have information about the application and it can be accessed through the website. This website will also have a system through which users can send their questions and feedback on TerveysRuori to engage the



users in a dialogue. The benefit of a dialogue is that it makes the customer feel valued and important. Furthermore it can lead to a love relationship with a great loyalty when handled accordingly.

The healthcare professionals need to be educated on how the application is used in order to confidently recommend it to their patients. This immersion of the application will be done with the main users of each non-institutional healthcare department coming in for a short session that will inform about the application and give a test run of how it works. These sessions will be held by the employees of Lahden Terveyskioski on several occasions to facilitate the different schedules of different departments in non-institutional healthcare. The main users of each department then have the responsibility to show others at their department how the application works and communicate what its main benefits are.

There needs to be a person who the healthcare professionals can contact in the case that they have problems with the application. This service will create confidence in the users and make the application more accessible. Internal marketing to non-institutional to increase the hype around the service and its positive outcomes will also strengthen the belief towards TerveysRuori. A system to share experiences about the application needs to be created and encouragement placed for it to be filled with positive input.

At the second phase also Lahti Diakonissa, Deaconess of Lahti, employees are encouraged to try the application for themselves and then introduce it to their customers who could profit from its usage. They will be given introduction to the application by employees of Lahden Terveyskioski and will have the same networking approach as the non-institutional healthcare to spread the application through all employees.

A QR code needs to be created for promotional marketing purposes that includes information about the application and leads easily to downloading of the application. A Facebook page that users can interact with each other on will be created at this stage. This will also serve as a virtual assistance platform – by creating a time that someone can answer everyday virtually for any questions that the users may have. Fulfilling our motto: Customer service beyond expectations. For example the employees at Lahden Terveyskioski can be given the page manager status on

Facebook for this page and they can take turns on answering the questions of the users. It would be great to have someone from the program developing company answering technical questions if and when they arise.

The media will be engaged by giving them a story about the positive usage benefits that have been encountered in the pilot phase and what changes have been made to increase the user experience. In addition there will be advertisements in the local newspapers Etelä-Suomen Sanomat (ESS) and Uusi Lahti containing application information and the QR code to take the reader easily to the application in order to create more awareness among people in Lahti area.

### **TerveysRuori**

#### **Phase 2 Internal Introduction 2014**

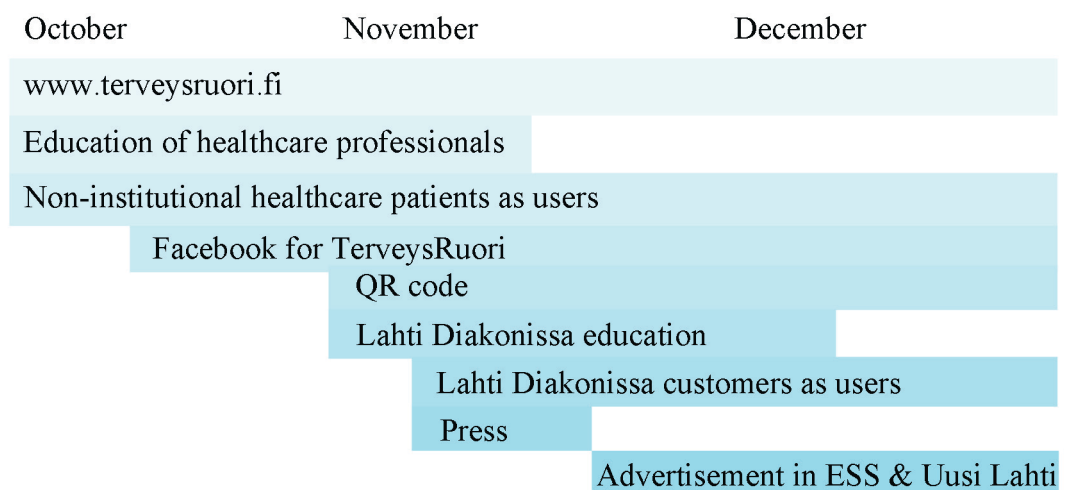


Figure 6: TerveysRuori Internal Introduction Phase

In figure 6. the various actions to take place in phase 2 of TerveysRuori market introduction are placed on a time schedule from which the timing of each action can be seen.

#### **4.3.4 Phase 3 Public release**

The aim of the third phase is to raise awareness of TerveysRuori among all smartphone users in Lahti. This will be done through a promotional campaign that is themed ‘Unelmaa vai painajaista?’ – ‘Dream or nightmare?’ This campaign sets out to engage people by making them think about their true dream and whether their actions

at the moment are in the same line with that dream. The third phase will start in January 2015 to serve the people who have made new years resolutions of a healthier future. This is a great time for TerveysRuori to launch itself into the public with a big campaign to make use of all the good intentions of the new

The campaign will have a unifying outlook of mostly shades of blue in the background, but the images in front change depending on the targeted population. Leaflets will be made to spread awareness among citizens of Lahti in the Lahti municipality's common areas and network such as the city libraries, healthcare centres and public employment and business services.

The advertisement targeted at smokers will have a big pile of different cigarette packages on a pile in the front with the campaign slogan. On the back of these made into leaflets will be comparison of how much the packets in the front picture cost and what you could buy with that money. There will also be information about how much money accumulated over the years a smoker uses. The most important part for TerveysRuori is to include a little bit of information about the application and the logo needs to be visible. It must be made easy for the consumers to get to the application with the information of the leaflet.

The leaflets targeted at alcohol abusers will have a selection of alcoholic drinks on the front with the campaign slogan set on a blue background. In the back there will be a comparison of how much money buying those bottles would take and what could be done with the money instead. The back comparisons could be done in a format that you could choose one option and it would lead to the other and so forth to create a small questionnaire to figure out what the reader would really like to do with that money. For example traveling or eating, then down from traveling – city or beach, and down from eating – homemade or restaurant etc. By engaging the reader to realise what they actually could do with such amount of money they will be interested in changing their behaviour if it collides with their dream.

For the obese the front of the leaflet will have the slogan 'Unelmaa vai painajaista?' and a pile of cakes and burgers and other beautiful looking, but unhealthy food when consumed in large amounts. The outlook will get the brains of those people who love these foods humming and engage them to read further to see what it is all about. The back will have the amount of calories that the front picture has and in comparison a

picture of healthy foods in the same calorie amount to see how much more you could eat of healthy foods for the same amount. There will also be the basic information of TerveysRuori and how to get to the application easily.

Pelicans ice hockey team home games advertisement will generate knowledge about TerveysRuori among people who are interested in sports to begin with and could therefore be interested in making a change for a healthier, sportier life with TerveysRuori. There will be stalls that people could come to and ask for advice and get started with TerveysRuori in 5 home games of Pelicans during the ice hockey season. Leaflets mentioned before will be put on the seats in a random order to reach people with different problems in their health. Pelicans expect 4400 people in their home games each time and there will be 2000 leaflets printed per each game. These leaflets will be distributed on some of the seats in the audience and in the hallways. The printing of these leaflets will cost about 4000€ altogether.

Namika basketball game will also get either leaflets or advertisement on the Namika game leaflets that tell about the game and the players. The target will be in 5 home games with 750 leaflets per game which amounts to 3750 leaflets altogether that would cost about 1500€. The same leaflets can be used for Namika as mentioned before.

Collaboration with the city theatre and the Lahti Symphony Orchestra will also take place during the third phase. Leaflets laid out on the tables and given out at the end of the performances containing information about the application and how to obtain it easily will increase the knowledge within a different audience than the Pelicans or Namika Lahti audiences. During intermission there will be a stall that people can come to ask about the application and give feedback on it. Ten Lahden Kaupunginteatteri shows would get the stall as well as five Lahti Symphony Concerts. The target audience at these events is an older age group, which makes it important for the leaflets to be as simple and as informative as possible while still maintaining engagement. It also makes sense to have the stalls at the events to give older people the support they need for using this application. The leaflets that will be distributed with these partners will have the same front, but in the back there can be a comparison related to going to theatre or a concert and what else the money could be spent on.

Lahti Library will have events about the use of the application and the benefits that have been noticed from the usage. Two hours once a week for five months people can come and ask about the application and get guidance to its usage at the library. These events can be themed according to the different parts of the application that can be activated: one for alcohol with people from AA telling about the consequences of drinking, one on smoking and how to quit, one on diabetes and eating as well as the importance of physical activity with someone telling about what physical activities can be done in Lahti etc.

The third phase includes outdoor advertisement on the entry points of the city centre. These advertisements have the same outlook as the rest of the campaign with one on smoking, one on alcohol and one on eating. All of these will have the campaign slogan ‘Unelmaa vai painajaista?’ and the logo of the application. The monthly cost of the advertisement is 570€ per one and these will be visible for 3 months.

A 30 second TV advertisement during Huomenta Suomi in Päijät-Häme 7 times for 865€ that will reach 21,280 people will be run to create more awareness and users for Terveystieteiden tutkimuskeskus. Also advertisement during the daily weather forecast for a 10 second spot shown 4 times 912€ will reach 42,180 people in the area it will be run. These video clips will be produced in co-operation with Lahden ammattikorkeakoulu, muotoilu- ja taideinstituutti, Lahti university of applied sciences design and art institute.

Bus advertisement with the campaign slogan and the different images will be run with information on how to obtain the application as well as the logo. As people are in a bus for a short time the advertisement needs to be simple enough for them to understand what it is about. Busses are the prime place for advertisement about something that can be accessed with a smartphone, as it is the means to get to Internet while traveling.

### **TerveysRuori** **Phase 3 Public Release 2015**

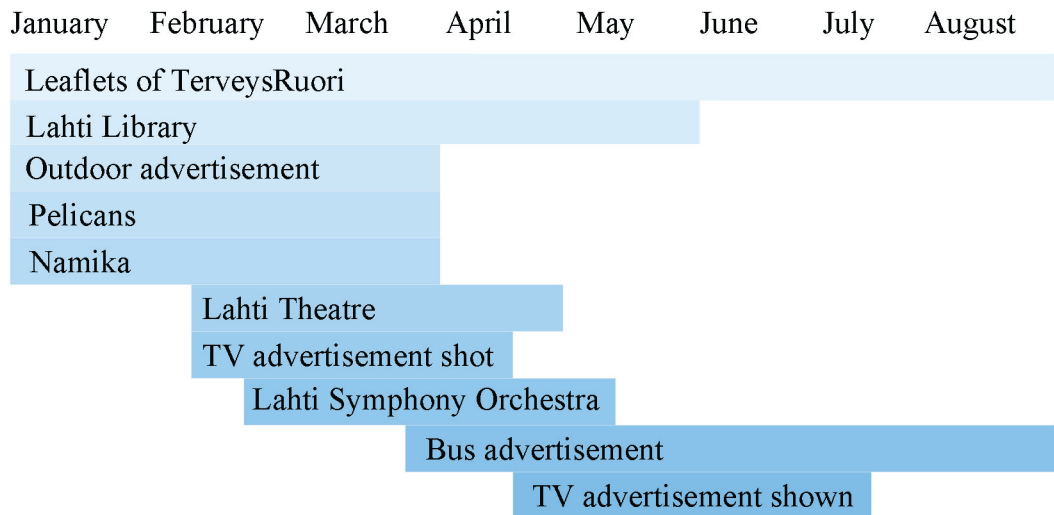


Figure 7: TerveysRuori Public Release Phase

Figure 7. projects the actions planned to take in the third phase of market introduction of TerveysRuori. It shows visually when each action is planned to be enforced and how long the action is going to continue for.

#### 4.4 Marketing research

Marketing research needs to be conducted concerning the usability of TerveysRuori and the outward appearance of the application before it is released. This information is important to research because it give insights on what can be improved to engage the customers more. It also will tell what the best features are and these can be used in order to create marketing material for the next stage. Customer experiences will be a good tool in designing promotional material as peer reviews usually attracts trust. This research will be most suited to do in a focus group of people who have already used TerveysRuori to gain deep insight.

Marketing research needs to be done during phase two with the users about the use of the application and what features work the best and why. The questions could be asked: whether the users are missing something in the application and what would make the whole experience more appealing. These insights will make the application even better if the information gathered is acted on. This would also give a good

indication whether the application will succeed to reach a large amount of people or if it will be more a targeted fix for people who truly see the benefit of it. In phase two the marketing research should be done through a survey to users of TerveysRuori. Its questions should take advantage of the first focus group research findings.

In the third phase the overall awareness, customer satisfaction as well as how widely the application is used needs to be researched. It should also include questions about the user experience and how it could be improved. As in previous phases the customer experience is important for the success of the application in the long run and modifications to the application need to be done according to the results of the research. At this stage the research should include citizens of Lahti who own and use a smartphone regardless if they have tried the application or not.

#### 4.4.1 Mobile marketing

SMS and MMS messages are not appropriate for Ruori, but push notifications that the application can send are perfect to encourage and engage the customer once they have downloaded the application. This application will ask when opened whether the user wants encouraging and activating push notifications to be sent by the application and if said no, then the application will ask the same again when ever opened until the push notifications are accepted. The messages that the application would send are part of the application and the programming in it. The difference with allowing push notifications is that the messages appear as a received message from the application on the user's phone even when the application is not currently in use.

For example the push notification would say in Finnish 'Have you had an alcoholic beverage today?' or 'Have you smoked today?' depending on the needs of the customer and how frequently they use the application. Other push notification will be 'Keep up the good work!' and 'How about a little treat for sticking to your goals? Maybe a massage, go to the movies or spend time with your family!'

Emails to follow up on user's behaviour through the application will be sent out. These will encourage the user to come back to the application and continue their change for more wellness and better health. The emails can be both positive and negative depending on the users input through the application.

#### 4.5 Where do love and respect originate from for TerveysRuori?

What sets TerveysRuori apart from all the other applications is its approach of preventive healthcare and ease of use. TerveysRuori is made to serve the consumers in their action of making a change for a better health and more wellness. As a free application offered by the healthcare professionals in Lahti municipality, TerveysRuori has a unique selling point of being locally made for real people by a trustworthy source. TerveysRuori embraces change when it comes to developing a better user experience and wants to learn from real experiences with the application. This information will be gathered through surveys as well as through the Facebook page and webpage of TerveysRuori.

As TerveysRuori is committed to delivering exceptional customer experience every time there also needs to be a plan if something goes wrong. The great thing about Internet spreading everything instantly can also be a problem if there is a bad user experience. In a case of something like a bad user experience spreading out TerveysRuori has to explain what happened in its Facebook as well as website to remain a trustful service in the eyes of the public. The key is to move fast and taking the blame if it is applicable. It shows responsibility from the application and its creators to clear out what ever has happened and making it openly public.

## 5 CONCLUSION

The aim of this thesis was to find ways to engage consumers through marketing activities and especially through promotional marketing activities. The originality of this thesis comes from combining the secondary research conducted on emotional advertising, sensory marketing, lovemarks and mobile marketing to fit the case TerveysRuori and to use the information gathered in TerveysRuori's market introduction plan.

### 5.1 Summary of main findings

Our five senses are the sole channels we have to receive information and should be treated as such. Marketing often uses the importance of visual cues well, but the other senses have applicability in marketing actions too. By combining different sensory inputs the marketing campaign can receive a higher engagement rate. Designing and



marketing sensory signatures makes the brand valuable and this can only be achieved through repetition of that sensory signature.

While the research conducted shows that there are many ways to engage the consumer, simplicity comes up as the most important feature of advertisements. Faces are what attracts attention and make the viewer feel with the advertisement models feelings because of the mirror neurons. Making the advertisement relatable with 1-3 claims and the focus up right and centre makes for a winning combination.

Mobile marketing has been around since SMS was invented, but only in the recent years the range of marketing activities available for mobile phones has widened. The use of traditional SMS and MMS is still stable, but push notifications are starting to replace some of these messages, as they are free to send through the mobile application. Mobile Internet also allows new marketing mediums to develop in a fast pace.

Knowing the market of health and wellness applications in Finland, TerveysRuori has a unique selling point by being local and free as well as being a reliable source. By devoting time and effort to the customer experience, TerveysRuori can achieve customer engagement because of its usability and superior customer service. Creating awareness through an extensive engaging campaign at the third phase of TerveysRuori market introduction will wake up people to realise their dreams and question whether they are on the right path to achieve those dreams. This engages the consumers to think for themselves and to commit to a change through TerveysRuori--if there is a need for it.

This thesis addressed the research questions posed at the beginning by using a wide based resource of texts; thus it gives a valid and reliable answer to them. The development of a market introduction plan strives from these findings and sets a great foundation for TerveysRuori to develop into an engaging mobile application.

## 5.2 Usefulness of the research for the commissioning party

During tendering it was decided that TerveysRuori will be accessible only through the Internet and no further mobile application will be developed at this stage. This means that at this time the mobile marketing secondary research might be unnecessary for the

commissioning party Lahden Terveyskioski, but in the future it might be used for further development of marketing.

This thesis provides TerveysRuori tangible actions it can take to further launch the Internet based program, as the market introduction can be used as it is also for an Internet based version of TerveysRuori. The secondary research on consumer engagement will give valuable information in the future when designing marketing actions to take the program nationally.

### 5.3 Further research and development suggestions

Further research should be done on Internet based programs and their marketing, as TerveysRuori will be implemented in this format. This will be an interesting topic for further development and would offer valuable information for TerveysRuori's market entry. A research question for this topic could be: What engages people on the Internet to make a website viral?

Research will be needed to do when TerveysRuori is taken to the national level to find ,engaging ways to market the program on a larger scale. A research question can be: What can create a national wide engagement in Finland for a health and wellness program based on the Internet?

Research could be done on how to make TerveysRuori profitable in the future and when would this be appropriate if ever for an application provided by the municipality. This could be researched from the research questions: How can an Internet based health and wellness program create profit? Do people in Finland think that it would be appropriate for a municipally provided program profit on its own?

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